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News Summary

Articles on inside pages

The president of the University of Georgia has resigned in the wake of a controversy over preferential treatment for athletes on the Athens campus. Story on Page 37.

Dental schools are waging a stepped-up campaign to attract students to dentistry. Story on Page 3.

The ideas of Mikhail Bakhtin are influencing a variety of scholarly disciplines. Story on Page 4.

Colleges would fare better under a tax-reform plan proposed by Sen. Bob Packwood last week than under the tax bill approved by the House in December. Story on Page 13.

Financial-aid officers are concerned about new federal rules requiring them to verify more data on aid applications. Story on Page 13.

Many Americans would give more to charity if asked, according to a survey sponsored by the Rockefeller Brothers Fund. Story on Page 21.

Overall corporate support for education is not expected to suffer significantly as a result of "merger mania." Story on Page 21.

A new breed of physical-plant administrator has left behind the era of "Mr. Fixit." Story on Page 23.

Students receive little guidance about securing loans or managing repayments, college officials say. Story on Page 33.

A 79-day strike by some 6,000 faculty members at Delhi University has ended. Story on Page 41.

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Swedish Action Will Terminate Big Social Study

Agency orders destruction of clues to 15,000 people

By VERA RICH

STOCKHOLM

A Swedish government agency has ordered the destruction of all clues to the identity of some 15,000 people involved in the country's largest sociological research project.

The action will, in effect, terminate the $1-million project, known as *Metropolit*, which was inaugurated by the University of Stockholm's Institute of Sociology in 1966.

The researchers gathered, and entered into a computer, data on the lives of 15,000 people born in Stockholm in 1953. Among the information collected were basic details on social background, education, employment, marriage, and children, as well as illnesses, alcohol-related difficulties, and criminal activity.

The destruction of the clues needed to identify individuals means that no further details can be entered. Thus, sociologists say, they will no longer be able to study, for instance, the correlation between social background and education.

Consent Was Given by Parents

The government's Data Inspection Board ordered the destruction of the identity clues after a series of articles on the project appeared last month in Sweden's largest newspaper, *Dagens Nyheter*. Although the parents or guardians of the subjects originally gave their consent for the retention of personal data for academic

Continued on Page 42, Column 3

WIDE WORLD

The Rev. Charles Curran: "It is unjust to single me out when so many other Catholic theologians hold the same basic position."

Vatican Orders Curran, Catholic U. Theologian, to Retract His Views

By ZOË INGALLS

WASHINGTON

A professor of moral theology at the Catholic University of America has been ordered by the Vatican to retract his positions on abortion, birth control, premarital sex, and other issues or face the loss of his authorization to teach Roman Catholic doctrine.

The Rev. Charles E. Curran, whose views are generally held by other American theologians to be "mainstream" or "moderate," held a news conference here last week to make public a letter he had received in October from Joseph Cardinal Ratzinger, prefect of the Sacred Congregation for the Doctrine of the Faith, the Vati-

Continued on Page 30, Column 1

College Officials Get Pay Raises Exceeding 5 Pct.

Increases are about the same at public and private colleges

By SCOTT HELLER

WASHINGTON

Administrative salaries increased by about the same proportion at public and private institutions this academic year—and more than the rate of inflation.

According to a nationwide survey by the College and University Personnel Association, the median salaries for administrators at all institutions combined are 5.3 per cent higher in 1985-86 than in the year before.

Median salaries rose 5.3 per cent at public institutions and 5.6 per cent at private institutions.

That marked a change from the previous year's survey, in which administrative salaries at public institutions rose 6.5 per cent while those at private institutions rose 4.4 per cent.

The 1985-86 CUPA survey, based on information from 1,630 higher-education in-

A table of median salaries for administrative positions in colleges and universities in academic 1985-86 appears on Page 24.

stitutions, indicated that salaries were outpacing the cost-of-living index for the second year in a row.

The inflation rate for the 12 months ending in January was 3.9 per cent.

"Whenever your salary increases exceed the inflation rate, you've got to be happy," said John M. Toller, director of personnel at the University of Connecticut

Continued on Page 24, Column 5

Consultant's Delight: Making Educators and Politicians Confront the Bad News

By ROBERT L. JACOBSON

WASHINGTON

One of the most popular analysts of the education scene today is a man who takes special pleasure in telling people things that make them feel uncomfortable.

He is Harold L. (Bud) Hodgkinson, a long-time researcher and consultant who was recently named senior fellow at the American Council on Education, and his stock in trade is putting demographic data together in a way that often captivates and alarms his audience—even though the numbers themselves are not particularly unusual or difficult to obtain.

As he sees it, the statistics he has been collecting are almost certain to cause big trouble for American schools and colleges unless those in a position to change the institutions start doing just that—and with a lot more collaboration and effectiveness than they have managed so far.

That message, typically delivered with a mixture of understatement and wit, is meant to be unsettling, Mr. Hodgkinson notes. But if his popularity at public and private meetings these days is any indication, many people in education and politics are at least willing to contemplate the bad news.

This is some of it:

► The education system is losing young people. The baby boom has gone "bust," and America "will simply not be a nation of youth in our lifetime." One obvious conclusion, says Mr. Hodgkinson, is that colleges and universities will have to attract, retain, and succeed in educating more and more older students, or the institutions may not long survive.

► Widespread poverty, teen-age preg-

Continued on Page 28, Column 1

Harold Hodgkinson: "I'm good at goading other people to think about unpopular issues."

PHOTOGRAPH FOR THE CHRONICLE BY SUSAN MUNIAK

FACT–FILE

Revenues and Expenditures of Colleges and Universities, 1983-84

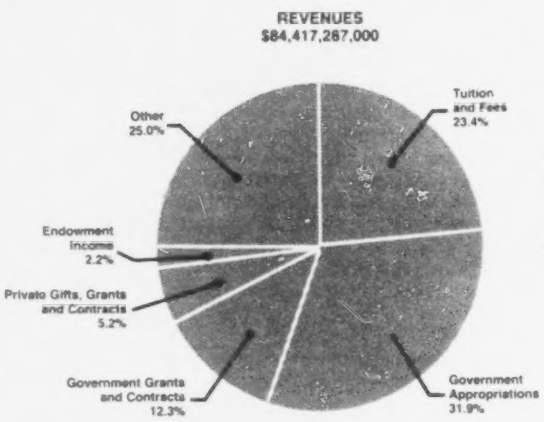
The tables below show revenues of U.S. colleges and universities by source, and their expenditures by function, for 1983-84, the latest year for which figures are available.

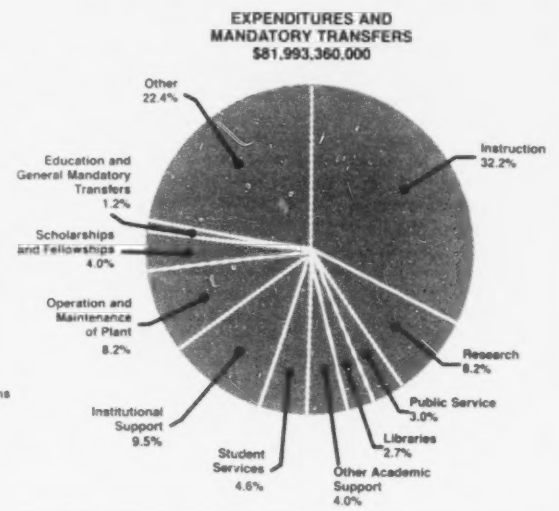
Over all, revenues increased $6.8-billion from 1982-83 to 1983-84, a gain of 8.8 per cent. Expenditures rose by $6.1-billion over the year, for an increase of 8 per cent. At the end of 1983-84 the value of the institutions' physical-plant assets stood at $107.6-billion, up 6.5 per cent from the previous year. Colleges and universities carried $18.3-billion in debt on those assets, up 9.6 per cent over the 1982-83 level.

Public institutions held 67 per cent of the assets and 52 per cent of the debt, while private ones accounted for 33 per cent of the assets and 48 per cent of the debt.

The market value of college and university endowments was $33-billion at the end of 1983-84.

The statistics are based on the financial reports of 3,256 colleges and universities.





Public institutions	All institutions[1]		Doctoral institutions		Comprehensive institutions		General baccalaureate institutions		2-year institutions	
	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total
Revenues										
Tuition and fees	$ 8,123,318,000	14.9%	$ 3,675,919,000	14.0%	$ 2,106,813,000	19.3%	$ 359,037,000	21.0%	$1,735,322,000	17.7%
Appropriations										
Federal	1,215,616,000	2.2%	355,486,000	1.4%	32,061,000	0.3%	1,748,000	0.1%	71,367,000	0.7%
State	23,340,360,000	42.8%	10,182,883,000	38.8%	5,687,858,000	52.1%	849,389,000	49.7%	4,585,897,000	46.7%
Local	1,824,430,000	3.3%	44,876,000	0.2%	83,687,000	0.8%	11,265,000	0.7%	1,683,376,000	17.2%
Grants and contracts										
Federal[2]	4,503,987,000	8.3%	3,010,115,000	11.5%	500,040,000	4.6%	109,541,000	6.4%	391,498,000	4.0%
State	816,956,000	1.5%	321,210,000	1.2%	176,801,000	1.7%	20,328,000	1.2%	220,213,000	2.2%
Local	159,754,000	0.3%	65,058,000	0.2%	19,177,000	0.1%	5,355,000	0.3%	37,482,000	0.4%
Private gifts, grants, and contracts	1,621,468,000	3.0%	1,112,414,000	4.2%	180,803,000	1.7%	20,217,000	1.2%	53,574,000	0.5%
Endowment income	315,109,000	0.6%	255,095,000	1.0%	24,527,000	0.2%	4,845,000	0.3%	13,470,000	0.1%
Other sources[3]	12,624,276,000	23.1%	7,237,835,000	27.6%	2,107,602,000	19.3%	327,853,000	19.2%	1,018,031,000	10.4%
Total current-funds revenues	$54,545,275,000	100%	$26,260,890,000	100%	$10,919,369,000	100%	$1,709,577,000	100%	$9,810,235,000	100%
Expenditures										
Instruction	$18,592,391,000	35.0%	$ 7,618,754,000	30.0%	$4,302,488,000	40.2%	$ 620,314,000	36.9%	$4,532,148,000	47.2%
Research	4,559,531,000	8.6%	3,674,426,000	14.5%	313,933,000	2.9%	27,506,000	1.6%	18,825,000	0.2%
Public service	2,049,032,000	3.9%	1,490,947,000	5.9%	240,427,000	2.2%	30,954,000	1.8%	152,104,000	1.6%
Libraries	1,463,500,000	2.8%	667,674,000	2.6%	384,100,000	3.6%	60,267,000	3.6%	267,872,000	2.8%
Other academic support	2,346,672,000	4.4%	1,127,182,000	4.4%	462,671,000	4.3%	68,572,000	4.1%	462,770,000	4.8%
Student services	2,460,204,000	4.6%	756,904,000	3.0%	657,821,000	6.1%	121,048,000	7.2%	781,437,000	8.1%
Institutional support	4,679,624,000	8.8%	1,501,577,000	5.9%	1,201,122,000	11.2%	202,257,000	12.0%	1,305,568,000	13.6%
Plant operation and maintenance	4,577,702,000	8.6%	1,850,750,000	7.3%	989,860,000	9.2%	185,634,000	11.0%	1,088,100,000	11.3%
Scholarships and fellowships	1,276,644,000	2.4%	681,871,000	2.7%	258,769,000	2.4%	67,673,000	4.0%	182,939,000	1.9%
Mandatory transfers[4]	588,662,000	1.1%	232,549,000	0.9%	169,025,000	1.6%	27,635,000	1.6%	135,460,000	1.4%
Other[5]	10,493,081,000	19.8%	5,816,679,000	22.8%	1,726,284,000	16.1%	270,630,000	16.1%	681,193,000	7.1%
Total current-funds expenditures and mandatory transfers	$53,086,644,000	100%	$25,419,313,000	100%	$10,706,500,000	100%	$1,682,490,000	100%	$9,608,417,000	100%

Private institutions	All institutions[1]		Doctoral institutions		Comprehensive institutions		General baccalaureate institutions		2-year institutions	
	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total	1983-84	Per cent of total
Revenues										
Tuition and fees	$11,591,566,000	38.8%	$ 3,824,068,000	26.6%	$ 2,602,780,000	58.4%	$2,992,679,000	52.8%	$693,643,000	66.4%
Appropriations										
Federal	210,923,000	0.7%	149,680,000	1.0%	39,346,000	0.9%	10,416,000	0.2%	4,977,000	0.5%
State	295,401,000	1.0%	107,536,000	0.7%	51,441,000	1.2%	29,520,000	0.5%	3,729,000	0.4%
Local	2,160,000	—	137,000	—	0	—	0	—	15,000	—
Grants and contracts										
Federal[2]	4,475,641,000	14.9%	3,639,122,000	25.3%	209,037,000	4.7%	220,983,000	3.9%	27,256,000	2.6%
State	254,273,000	0.9%	80,657,000	0.6%	53,050,000	1.1%	61,348,000	1.1%	13,045,000	1.3%
Local	205,931,000	0.7%	108,490,000	0.8%	1,330,000	—	3,118,000	—	2,018,000	0.1%
Private gifts, grants, and contracts	2,793,807,000	9.4%	1,285,592,000	8.9%	313,659,000	7.0%	632,844,000	11.2%	83,210,000	8.0%
Endowment income	1,558,836,000	5.2%	789,362,000	5.5%	225,851,000	5.1%	362,540,000	6.4%	20,665,000	2.0%
Other sources[3]	8,483,476,000	28.4%	4,407,188,000	30.6%	957,862,000	21.5%	1,351,167,000	23.9%	196,001,000	18.8%
Total current-funds revenues	$29,872,012,000	100%	$14,391,833,000	100%	$4,454,354,000	100%	$5,664,614,000	100%	$1,044,559,000	100%
Expenditures										
Instruction	$ 7,843,917,000	27.1%	$ 3,488,120,000	25.1%	$1,485,811,000	34.3%	$1,567,553,000	28.4%	$283,738,000	29.2%
Research	2,164,003,000	7.5%	1,790,441,000	12.9%	89,803,000	2.1%	28,365,000	0.5%	1,263,000	0.1%
Public service	450,171,000	1.6%	178,686,000	1.3%	56,305,000	1.3%	34,252,000	0.6%	2,881,000	0.3%
Libraries	767,649,000	2.7%	349,866,000	2.5%	138,150,000	3.2%	164,499,000	3.0%	19,955,000	2.1%
Other academic support	953,931,000	3.3%	473,278,000	3.4%	163,827,000	3.8%	159,967,000	2.9%	37,573,000	3.9%
Student services	1,337,731,000	4.6%	330,301,000	2.4%	290,738,000	6.7%	454,228,000	8.2%	96,693,000	10.0%
Institutional support	3,083,501,000	10.7%	943,124,000	6.8%	589,026,000	13.6%	822,517,000	14.9%	210,860,000	21.7%
Plant operation and maintenance	2,152,123,000	7.4%	834,067,000	6.0%	378,119,000	8.7%	528,847,000	9.6%	114,729,000	11.8%
Scholarships and fellowships	2,025,028,000	7.0%	804,616,000	5.8%	373,359,000	8.6%	604,531,000	11.0%	51,508,000	5.3%
Mandatory transfers[4]	369,659,000	1.3%	101,847,000	0.7%	81,080,000	1.9%	86,184,000	1.6%	24,780,000	2.6%
Other[5]	7,759,001,000	26.8%	4,618,151,000	33.1%	680,945,000	15.7%	1,066,852,000	19.3%	126,971,000	13.0%
Total current-funds expenditures and mandatory transfers	$28,906,716,000	100%	$13,912,499,000	100%	$4,327,162,000	100%	$5,517,795,000	100%	$970,950,000	100%

Note: Because of rounding, details may not add up to totals.
— Indicates less than .05%.
[1] Includes doctoral, comprehensive, general baccalaureate, specialized, 2-year, and new institutions not yet classified.
[2] Includes revenue associated with major federally funded research and development centers.
[3] Includes sales and services of educational activities and auxiliary enterprises, sales and services of hospitals, independent operations, and others.
[4] Transfers from educational and general current funds to other funds to fulfill binding obligations.
[5] Includes expenditures and mandatory transfers for auxiliary enterprises, hospitals, and independent operations.

SOURCE: CENTER FOR STATISTICS, U.S. DEPARTMENT OF EDUCATION

Philanthropy

Mergers Held Unlikely to Cause Overall Drop in Company Giving

Even so, an individual institution can be hit hard when a corporate patron undergoes changes in its ownership and management

By PAUL DESRUISSEAUX

What some observers have called "merger mania" is not expected to have any long-term, negative effect on overall corporate support for education and other charitable causes, according to experts who monitor company contributions.

While stressing that "the numbers are not yet in," professional observers of philanthropic activity in the United States say that the acquisitions, buyouts, mergers, takeovers, and other forms of company restructuring that have dominated the business news in the past 18 months are not likely to result in a marked decline in total contributions or even a significant slowdown in the growth rate of corporate giving.

"At most, they might produce a pimple on the long-term, upward curve of corporate giving," says Hayden W. Smith, senior vice-president of the Council for Financial Aid to Education. "But so far we haven't seen anything that we could identify as being likely to have a real impact on corporate support for education."

Largest Share Goes to Education

Education traditionally has received the largest share of corporate contributions. In 1984, when overall giving by corporations reached an estimated $3.8-billion, education received an estimated $1.6-billion—16.4 per cent more than the year before. Colleges and universities receive about 80 per cent of the total given to education, and corporate gifts account for about 23 per cent of the total voluntary support that they receive each year.

In its report on corporate contributions in 1984—the latest year for which figures are available—the Conference Board, a business research organization, said donations were on "a sharp upward path." Based on early estimates, the level of corporate giving in 1985 is again expected to reflect a healthy increase.

What Mr. Smith and other observers make plain, however, is that while the flurry of mergers and acquisitions might not cause overall giving to fall off, it has exposed individual institutions to the danger of losing particular corporate patrons.

"And for an individual institution the loss of a major corporate supporter can be quite painful," Mr. Smith says.

Such a loss can be compounded when the corporation was a leader in the community or region.

Loss of Gulf Is Costly to Pittsburgh

When the California-based Chevron Corporation purchased Gulf Oil Corporation two years ago, Pittsburgh, where Gulf had been based, lost more than the estimated $1-million in contributions that the company gave to organizations and institutions in the city each year.

"We depended heavily on Gulf's leadership in corporate giving," says Bernard P. Koperek, director of development and alumni affairs at the University of Pittsburgh. "By their presence and actions they showed many smaller companies the importance of support for and involvement in the community. There is no question that they're going to be missed."

Fear of the possible loss of corporate support has already led many non-profit organizations to step up their fund-raising efforts.

"There is quite a bit of concern about this, because whenever there is a change in corporate leadership there is likely to be a change in giving priorities," says John J. Schwartz, president of the American Association of Fund-Raising Counsel, Inc.

"And right now non-profit organizations are very much aware that any reduction in corporate giving is going to be exacerbated by further reductions in government support that they know are coming," he adds. "Extending their base of private support has to be one of their top priorities, even though they don't know for certain if and how these mergers will affect them."

Experts say it takes about a year for profits or losses to be reflected in a company's charitable giving, and two years or longer for the full effect of major internal changes to be seen.

In the past, mergers and acquisitions have not curbed the growth of overall corporate giving, at least to education, according to the Council for Financial Aid to Education.

"Over the past 35 years, which is as far back as we have any records, there have been all kinds of mergers and acquisitions—there's hardly a major corporation in existence today that didn't get to its current size that way," says Mr. Smith. "And during that entire time support for education increased every year."

Expert Continues to Be Optimistic

However, the past two years have seen more major mergers—many involving spectacular sums—than in comparable periods in the past.

In *Corporate Support of Education 1984*, recently published by the C.F.A.E., the change in the number of companies responding to the organization's annual survey was described in these terms: "Many former respondents have merged or have been the objects of leveraged buyouts and therefore no longer have independent contributions programs to report."

Still, Mr. Smith says the C.F.A.E. has reason to feel "quite confident that, in the aggregate, corporate support will continue to increase."

"Of course," he adds, "if we started to see a stampede toward the acquisition-buyout-merger route, and the 'Fortune 500' began to disappear from view, there'd be some cause for concern. But I don't think that's going to happen."

Another Observer Is Not So Sanguine

Despite such assurances, some observers still suspect that when the current wave of board-room dealing is done, charitable giving by corporations will not be as healthy as it has been in recent years.

Chief among their reasons for thinking so is simply that the current merger-takeover climate has brought a great deal of pressure on corporations to increase their profits. As a result, giving to charity might be assigned a lower priority than it enjoyed in the past.

In addition, some say that when two corporations that have operated major contributions programs are combined, the total amount allocated for charity by the new corporate entity is likely to be less than the sum of its original parts. "It would be highly optimistic to expect that giving would be maintained at the same high level," says one observer.

That, however, is exactly what happened in the case of Chevron's purchase of Gulf. Before the merger, Gulf was giving away about $6.5-million a year, and Chev-

Continued on Following Page

Many Americans Say They Would Give More to Charity—If They Were Asked

NEW YORK

Most Americans think giving to charity is an important responsibility, although two out of five say they neither contribute enough money nor volunteer enough time.

Many say they would increase the amount of money they give to charitable organizations and causes if they were asked to do so.

Those are among the findings of a national survey of the charitable behavior of Americans that was released last week. Commissioned by the Rockefeller Brothers Fund, a private foundation, the study was conducted by Yankelovich, Skelly and White, a research and polling firm.

1,151 Adults Interviewed by Phone

David Rockefeller, Jr., chairman of the foundation's executive committee, and Arthur White, of the polling firm, reported on the findings to an audience here of leaders of major U. S. non-profit organizations.

"There is an opportunity to increase charitable giving by Americans," said Mr. Rockefeller. "Americans maintain a strong tradition of giving to charity, and knowing why citizens who want to give do not do so can be of great help to non-profit organizations in improving their fund-raising success."

The study was based on telephone interviews conducted in February 1985 with a nationally representative sample of 1,151 American adults.

The report of the study is being published by Independent Sector, a national coalition that encourages philanthropy and volunteer activities. Officials of that organization say they expect the study to have a major impact on the fund-raising and communications activities of non-profit institutions and organizations.

Mr. White said 23 per cent of those interviewed who felt that they should have contributed more to charity in the past said they "simply didn't get around to it," and 14 per cent said they were "never asked."

Some other findings:

► Eighty-nine per cent of Americans reported contributing to charities in 1984, and 81 per cent believed it was the responsibility of people to give what they could to charities.

► Americans gave to charity an average of $650, or 2.4 per cent of their household incomes, in 1984.

► Religious organizations attracted more in contributions than any other kind of charity, receiving 72 per cent of all the money donated by those interviewed.

► Almost half of those who felt they should volunteer time to work for charitable causes had failed to do so in the previous year.

► Among the most generous contributors to both religious and other charities were people who were married or widowed, had a higher education, were Protestant, were in professional occupations, were between the ages of 50 and 64, and had higher-than-average incomes.

► People under 35 gave significantly less to charity than those above that age.

One-on-One Approach Most Effective

The study found that the most effective fund-raising techniques were those in which one person asked another for a contribution. A donor's being asked to contribute by a person he knew well was found to be the fund-raising approach most likely to succeed.

Asking someone to contribute at work, or soliciting a contribution by going to a donor's residence or writing a letter, was also said to be effective.

Telephone calls and "telethons," television commercials, and newspaper or magazine advertisements were found to be much less likely to produce contributions.

Mr. White outlined what he called "a charitable-giving action plan" based on the study's findings and aimed at helping non-profit organizations raise more money and recruit more volunteers.

Such a plan, he said, should include:

► Identifying "target" amounts for giving that would encourage people to designate a larger percentage of their incomes for charitable contributions.

► Disseminating information on the importance of philanthropy to people under the age of 35, who tend to be less generous in their support of charities.

► Increasing contact with the people who feel they should be giving more to charity.

► Developing new mechanisms for making gifts.

The complete 54-page report of the study, *The Charitable Behavior of Americans*, and a 10-page summary of it are available for $14, postpaid, from Independent Sector, 1828 L Street, N.W., Washington 20036.—PAUL DESRUISSEAUX

No Big Drop in Giving Seen from Mergers

Continued from Preceding Page

ron about $20-million. In the year following the merger, the contributions of the enlarged company added up to some $27-million. "And we hope to be able to give away more than that in 1986," says Dick DeVoe, Chevron's manager of corporate contributions.

Mr. DeVoe says changes are being made in how and where that money will be distributed, however. "We are looking closely at areas where Gulf will now have much less of a presence than it had in the past," he says.

One such area is Pittsburgh, where the company's "presence" has been scaled down considerably.

As a result of the acquisition of Gulf by Chevron, however, the University of Pittsburgh received an astounding gift—a 54-building, 85-acre research-and-development center valued at $100-million, which no longer figured in the oil company's plans. In addition, Chevron gave the university $3-million in cash to help convert the facility to a university research center.

Richard A. Edwards, vice-president for educational fund-raising at the Council for Advancement and Support of Education, says a corporation's decision to make a gift to a college or university "is often tied to the company's own interests, and those don't disappear just because the business has a new name."

According to Mr. Edwards, corporate gifts in the $500 to $5,000 range are the ones that are most likely to dry up first when a management change takes place.

"Those smaller gifts are often based more on a personal connection or past relationships than on the goals of a company's formal giving program," he explains, "and those kinds of gifts are always vulnerable."

Preoccupied with Survival

Observers say that changes in management are more often than not responsible for an institution's loss of a corporate supporter. Mergers almost always bring such changes with them.

"The priorities of the new managers quickly become the priorities of the giving program—I see that happening a great deal," says Judith K. Healy, vice-president of the Minnesota Foundation and a senior consultant on corporate grant-making to the Council on Foundations, a national organization of philanthropies.

After a merger, she explains, those priorities are often shaped by the need to cut and prune "in deference to efficiency."

Many observers say that leadership is one aspect of charitable giving being noticeably affected by corporate mergers and acquisitions.

"If a company is worried about being taken over and is preoccupied with its survival, there's no question that the contributions program is not going to get the attention of the chief executive and the senior staff," says E. B. Knauft, executive vice-president of Independent Sector, a national organization that encourages philanthropy.

Mr. Knauft is the author of a recent report on the charitable-contributions programs of 48 leading corporations. He concluded that a supportive chief executive is one of the most important factors contributing to an effective giving program.

James A. Joseph, president of the Council on Foundations, says there have been "significant changes in the ranks of chief executives of publicly held corporations in recent years, and as a result there is concern that many companies do not have the commitment to corporate citizenship that they once did."

He explains that while no statistical evidence has been presented to document a problem, "there have been enough expressions of concern for us to take them seriously."

In particular, Mr. Joseph says his organization has heard from many corporate-contributions officers who say that the case for charitable giving must be made clear anew to their management. "I've been spending quite a bit of time addressing business groups and making the case," he says.

Some see changes in leadership as just one of a number of factors that cause the level of charitable giving by individual companies to fluctuate regularly.

"The level of giving by individual companies falls and rises all the time in response to market forces, international competition, and other factors," says Mr. Smith of the C.F.A.E. "But new companies emerge all the time, many grow rapidly, and some adopt contributions policies."

As a result of the decline in oil-industry revenues and a major restructuring of its parent company, the Atlantic Richfield Foundation is expected to have about $5-million less to give away in 1986 than it did last year, when its contributions totaled $31.9-million.

But at the same time, a number of Japanese corporations doing business in the United States have established company foundations here. One created just last fall, the Hitachi Foundation, will give away $1-million this year and about $1.7-million in succeeding years.

Many companies are also continuing to increase their non-cash contributions, including gifts of company products. In 1984 such gifts accounted for about 20 per cent of corporate support for higher education.

A significant number of leading corporations "insulate" their charitable giving from the ups and downs of the profit cycle by distributing their gifts through company-sponsored foundations. In more profitable years, such foundations do not pay out in grants as much as they receive from their parent companies and, as a result, build up a cushion of funds that they can use in years of smaller or no profits.

A few leading corporations sponsor foundations in addition to operating direct-giving programs. The Exxon Education Foundation gave away $27.3-million in 1983, during which its parent company, the Exxon Corporation, distributed $36.6-million in gifts and grants to charity.

Foundations Bring Stability

The existence of company-sponsored foundations is given credit for the growth of corporate giving during three years of low profits at the start of this decade.

Observers say that company foundations have also brought stability to corporate giving.

It's estimated that about 10 per cent of the 8,000 publicly held companies in the United States operate foundations. According to the Foundation Center, which monitors organized philanthropy, 725 company-sponsored foundations have assets of at least $1-million or give away more than $100,000 annually. Together, those foundations hold between $2- and $3-billion in assets and give away $809-million annually.

Some company funds hold relatively small amounts in assets and operate as "pass-through" foundations, distributing just about the entire amount that they receive in contributions from their corporate parent each year.

"But more and more company-sponsored foundations now seem to be building some kind of asset base, in part to protect their giving programs," says Patricia Read, vice-president of the Foundation Center.

While some company foundations have been dissolved as a result of corporate restructuring, new ones also have been created. The AT&T Foundation, for instance, was established in 1984 following the breakup of the original American Telephone & Telegraph Company. It has assets of $86-million and an annual giving budget of about $16-million. Some of the regional companies that were split off from the new AT&T have formed foundations, as well.

Although AT&T and its local operating companies had a long history of charitable giving, the formalization of their contributions programs is seen as an important sign.

"Does the fact that we have such a large asset base indicate that the commitment this company has to philanthropic support of charitable and non-profit institutions will have a long life?" asks Reynold Levy, president of the AT&T Foundation. "The answer, obviously, is Yes."

How Data Are Compiled

Like all private foundations, those sponsored by companies are required to file annual reports with the U.S. Internal Revenue Service documenting their income and expenditures. The Foundation Center includes information from those documents in its directory of foundations and in a separate volume containing profiles of leading company funds.

Corporate contributions that are distributed through foundations are therefore easier to monitor than those given directly by companies.

In making its estimates, the Council for Financial Aid to Education relies in large part on responses to its annual surveys of leading corporations. The council does not disclose information furnished to it by individual companies.

Over all, the prospects for continued growth in corporate support for education are considered to be good.

"Although corporate profits are still almost 7 per cent below their 1979 peak of $257-billion, support of education has grown 82 per cent since then," says John R. Haire, president of the C.F.A.E.

"Such generous growth" he adds, "reflects the importance that corporations continue to put on education and their strong commitment to its support."

Company-Sponsored Foundations that Give over $3-Million a Year

	Total giving	Asset amount
1. Atlantic Richfield Foundation	$35,838,831	$ 11,895,758
2. General Motors Foundation	31,441,533	123,278,321
3. Exxon Education Foundation[1]	27,361,424	60,014,000
4. Amoco Foundation	19,379,851	75,804,476
5. AT&T Foundation	16,132,399	86,336,346
6. Mobil Foundation	14,484,000	19,736,302
7. General Electric Foundation[1]	14,226,412	53,578,000
8. Shell Companies Foundation[1]	13,894,959	47,609,735
9. Procter & Gamble Fund[1]	11,559,238	14,934,852
10. Dayton Hudson Foundation	11,018,720	9,112,008
11. Ford Motor Company Fund	9,931,181	47,579,311
12. Alcoa Foundation	9,408,627	168,000,000
13. Xerox Foundation	9,400,000	9,100,000
14. BankAmerica Foundation	9,184,508	10,536,727
15. Aetna Life & Casualty Foundation[1]	9,127,025	17,983,000
16. Rockwell International Corporation Trust	7,800,000	26,000,000
17. Texaco Philanthropic Foundation[1]	7,713,774	38,020,214
18. Eastman Kodak Charitable Trust[1]	7,009,592	36,865,533
19. United States Steel Foundation	6,932,883	30,029,330
20. Prudential Foundation	6,837,299	38,864,000
21. Monsanto Fund[1]	6,761,251	1,002,397
22. Metropolitan Life Foundation	5,959,349	73,326,121
23. Union Pacific Foundation	5,908,200	543,960
24. General Mills Foundation	5,837,750	12,642,443
25. American Express Foundation	5,641,107	555,903
26. Burlington Northern Foundation[1]	5,498,024	9,882,749
27. Johnson & Johnson Family of Companies Contribution Fund[1]	5,366,000	760,000
28. Honeywell Foundation	5,279,172	13,201,641
29. TRW Foundation	5,192,213	11,098,650
30. Fluor Foundation[1]	5,051,003	5,995,360
31. Minnesota Mining and Manufacturing Foundation[1]	4,779,230	6,552,577
32. Phillips Petroleum Foundation[1]	4,575,965	1,849,462
33. Levi Strauss Foundation[1]	4,494,985	21,769,943
34. Union Oil Company of California Foundation[1]	4,445,844	3,671,415
35. Morgan Guaranty Trust Company of New York Charitable Trust	4,442,112	12,139,562
36. GTE Foundation[2]	4,313,990	8,696,875
37. McDonnell Douglas Foundation[1]	4,004,948	42,084,205
38. Grace Foundation[1]	3,971,347	2,132,579
39. Weyerhaeuser Company Foundation	3,856,900	31,310,987
40. PPG Industries Foundation	3,840,529	15,648,446
41. Security Pacific Foundation	3,805,278	12,351,994
42. Westinghouse Educational Foundation	3,576,478	9,547,443
43. Allied Corporation Foundation[1]	3,433,393	411,426
44. UPS Foundation	3,363,669	13,643,674
45. Bristol-Myers Fund[1]	3,268,962	2,084,335
46. Emerson Charitable Trust[1]	3,240,050	5,682,224
47. H. J. Heinz Company Foundation[2]	3,132,514	3,682,553
48. Wells Fargo Foundation	3,128,773	2,108,508
49. Peat, Marwick, Mitchell Foundation	3,072,849	3,274,926
50. Allstate Foundation[1]	3,069,963	8,345,267
51. John Deere Foundation	3,060,916	4,076,449
52. Pillsbury Company Foundation	3,057,608	6,173,910
53. Merck Company Foundation[1]	3,045,000	883,000
54. Samuel Bronfman Foundation[2]	3,030,950	16,327,530

Note: Figures are for fiscal year 1984 unless otherwise noted. [1] indicates data are for fiscal year 1983. [2] indicates data are for fiscal year 1982.

SOURCE: "CORPORATE FOUNDATION PROFILES," FOURTH EDITION, 1985, THE FOUNDATION CENTER

Grants and Gifts from Private Sources

J. S. ABERCROMBIE FOUNDATION
P.O. Box 27339, Houston 77027

Writing. For a professorship in writing: $500,000 to Pine Manor College.

ASHLAND OIL FOUNDATION
1409 Winchester Avenue, Ashland, Ky. 41101

Facilities. For new classrooms for plastics-engineering programs: $25,000 to Ferris State College.

FRANCES AND EDWIN CUMMINGS MEMORIAL FUND
c/o Irving Trust Company
12446 Church Street Station, New York 10249

Support. For the endowment: $300,000 over two years to Centenary College (N.J.).

DUKE ENDOWMENT
Suite 1100, 200 South Tryon Street
Charlotte, N.C. 28202

Facilities. For the building program: $800,000 to the Medical Center of the Bowman Gray School of Medicine of Wake Forest U. and North Carolina Baptist Hospital.

EDUCATIONAL FOUNDATION OF AMERICA
35 Church Lane, Westport, Conn. 06880

Tutoring. To expand the Community House Program of tutoring for elementary-school and secondary-school students: $30,000 to Princeton U.

FROST FOUNDATION
Cherry Creek Plaza II, Suite 940
650 South Cherry Street, Denver 80222

Facilities. For renovation projects: $900,000 to Centenary College of Louisiana.

GANNETT FOUNDATION
Lincoln Tower, Rochester, N.Y. 14604

Journalism. For fellowships to allow American journalists to study Asian cultures, economics, and politics for nine months: $125,000 to U. of Hawaii.
—For the journalism professional-in-residence program: $50,000 to U. of Kansas.
—For a program to assist media professionals planning to teach journalism: $32,275 to Indiana U.
—For research and a conference on media coverage of crime victims and victims' reaction to coverage: $30,000 to Texas Christian U.
—For a study comparing how the new White House News Service and major media cover various news topics: $17,430 to U. of Oklahoma.

INTERNATIONAL BUSINESS MACHINES CORPORATION
Armonk, N.Y. 10504

Sciences. For research and curriculum development in materials and processing sciences: $24-million in cash and equipment divided among Brown U., Carnegie Mellon U., U. of Chicago, Columbia U., Cornell U., U. of Illinois at Urbana-Champaign, U. of Massachusetts at Amherst, Massachusetts Institute of Technology, U. of Minnesota, U. of Pennsylvania, Pennsylvania State U., and U. of Washington.

LILLY ENDOWMENT
2801 North Meridian Street
Indianapolis 46208

Faculty. For fellowships for mid-career faculty members at Indiana colleges and universities: $250,000 over two years to be administered by the foundation.
—For programs of faculty development: $320,000 over two years to United Negro College Fund.

Minorities. For a fellowship program in the social sciences for members of minority groups: $1.6-million to Committee on Institutional Cooperation (a consortium comprising the institutions of the Big Ten Conference and the U. of Chicago).

ANDREW W. MELLON FOUNDATION
140 East 62nd Street, New York 10021

International studies. For the Institute of East Asian Studies: $750,000 to U. of California at Berkeley.

REEVES BROTHERS FOUNDATION
115 Summit Avenue, Summit, N.J. 07901

Support. For support of programs: $25,000 to Centenary College (N.J.).

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GIFTS AND BEQUESTS

Bowman Gray School of Medicine of Wake Forest University and North Carolina Baptist Hospital. For the building program: $10-million from the full-time clinical faculty of the school of medicine.
—For a fund to provide salary support for young men and women who desire careers in academic medicine: $1-million from J. Taylor Brooks and Jean Bailey Brooks.

Pennsylvania State University. For the colleges of agriculture and business administration: $200,000 from Galen Dreibelbis.

Salisbury State College. For a business school: $2.4-million from Frank Perdue.

Winona State University. For academic computing: $715,817 in computer equipment from International Business Machines Corporation.

FACT-FILE

Median Salaries of Administrators, 1985-86

	All institutions	1-year change	Public institutions	Private institutions	All universities	4-year colleges	2-year colleges
Chief executive of a system	$81,120	+ 14.8%	$81,120	$77,500	$95,000	$40,000	$67,691
Chief executive of a single institution	65,899	+ 7.2%	65,975	65,520	80,000	65,000	59,500
Executive vice-president	56,372	+ 7.3%	57,726	54,000	72,000	48,100	52,153
Chief academic officer	51,500	+ 6.1%	54,200	46,200	67,000	48,300	46,632
Chief budget officer	42,229	+ 8.3%	43,309	39,160	45,236	37,500	40,200
Chief business officer	48,900	+ 6.6%	50,470	45,000	63,000	45,500	44,064
Chief development officer	44,500	+ 6.5%	45,610	42,146	54,442	41,000	37,301
Chief development and public-relations officer	49,400	+ 6.9%	50,316	48,900	60,648	42,370	37,551
Chief health-professions officer	60,538	- 12.2%	55,609	65,420	98,000	30,588	41,600
Chief personnel and human-resources officer	37,451	+ 6.1%	40,388	32,400	42,000	30,000	38,125
Chief physical-plant officer	36,360	+ 6.9%	38,650	31,860	45,500	31,400	32,556
Chief planning officer	47,000	+ 6.8%	48,559	40,000	53,500	38,100	44,910
Chief planning and budget officer	50,136	+ 6.9%	52,727	45,000	54,830	40,352	—
Chief public-relations officer	33,200	+ 7.2%	37,000	29,375	43,224	28,554	30,432
Chief student-affairs officer	43,127	+ 6.8%	47,744	36,300	54,372	36,510	42,770
Administrator, grants and contracts	37,875	+ 2.9%	39,852	33,000	43,000	29,700	32,170
Administrator, hospital medical center	84,000	+ 5.0%	84,000	83,150	88,000	—	—
Bursar	27,408	+ 3.5%	28,958	25,040	32,000	23,540	24,176
Chaplain	25,651	+ 4.5%	—	25,333	30,600	24,036	23,000
Comptroller	38,145	+ 5.8%	41,128	33,651	45,000	31,720	35,359
General counsel	53,000	+ 8.0%	52,735	55,110	54,350	38,610	47,403
Registrar	31,000	+ 5.6%	35,484	26,857	37,997	27,323	30,301
Director, accounting	30,221	+ 4.0%	33,660	26,100	36,384	24,996	29,125
Director, admissions	33,450	+ 5.4%	34,760	32,000	39,000	32,025	31,200
Admissions and financial aid	37,500	+ 5.7%	37,091	37,500	44,474	36,000	35,000
Admissions and registrar	38,664	+ 5.7%	39,510	28,681	44,088	32,436	35,744
Director, affirmative action & equal employment	37,000	+ 5.7%	37,350	35,300	37,580	33,881	32,764
Director, alumni affairs	26,000	+ 0.6%	30,048	23,500	31,745	22,500	21,000
Director, athletics	38,593	+ 6.4%	42,200	32,760	46,716	32,760	36,427
Men's	38,148	—	41,126	30,050	44,500	30,705	26,760
Women's	32,200	—	36,600	27,000	34,535	26,271	—
Director, auxiliary services	36,742	+ 2.1%	39,928	32,000	42,699	30,533	31,233
Director, bookstore	22,000	+ 4.8%	24,715	18,635	31,008	18,300	20,982
Director, campus recreation and intramurals	26,459	+ 4.2%	29,787	20,491	29,904	20,491	22,167
Director, campus security	27,514	+ 5.8%	30,000	23,818	32,580	23,376	25,844
Director, church relations	—	—	—	26,304	—	25,524	—
Director, community services	32,750	- 0.8%	35,220	24,025	37,431	24,000	35,220
Director, computer center	38,642	+ 7.1%	41,412	32,650	47,700	32,111	35,892
Academic operations	36,615	+ 4.6%	39,300	33,384	43,000	30,000	34,300
Administrative operations	36,171	+ 3.3%	39,480	32,000	43,824	29,604	31,255
Director, development and alumni affairs	35,280	- 1.5%	36,456	33,000	41,701	34,430	31,191
Director, educational-media services	29,737	+ 6.5%	33,072	23,010	34,670	23,325	30,170
Director, food services	30,096	+ 2.7%	31,800	28,080	36,500	26,600	24,753
Director, foreign students	27,292	+ 3.7%	29,733	22,880	28,504	22,428	27,914
Director, housing and food services	—	—	—	40,000	—	—	—
Director, information office	28,500	+ 2.9%	31,079	25,000	34,350	24,500	25,956
Director, information systems	43,260	+ 4.6%	44,876	41,200	48,000	35,000	41,138
Director, institutional research	36,244	+ 7.4%	37,658	29,957	41,232	29,703	33,824
Director, internal audit	36,300	+ 7.6%	36,500	34,000	37,500	28,100	32,919
Director, international studies	37,860	+ 10.0%	—	29,520	41,000	27,139	—
Director, learning-resources center	32,459	+ 5.0%	36,084	24,500	37,842	24,898	35,400
Director, library services	35,514	+ 5.1%	40,520	30,000	47,021	30,350	32,804
Director, news bureau	26,826	+ 9.4%	29,000	22,700	29,579	21,575	23,112
Director, personnel and affirmative action	31,800	+ 4.2%	32,833	28,648	35,280	28,620	31,833
Director, publications	27,300	+ 0.8%	31,254	25,091	31,800	24,200	27,220
Director, purchasing	29,770	+ 6.2%	30,720	27,300	33,624	25,120	28,044
Director, risk management and insurance	38,050	+ 10.6%	38,200	38,050	39,220	—	—
Director, special and deferred gifts	33,300	+ 4.0%	37,500	32,300	38,196	30,530	31,800
Director, student activities	26,036	+ 1.7%	29,618	20,932	30,000	20,600	28,515
Director, student counseling	33,235	+ 4.4%	36,612	27,600	38,393	27,900	33,654
Director, student financial aid	29,639	+ 7.8%	32,000	25,393	35,000	25,570	28,889
Director, student health services							
Physician	58,580	+ 3.6%	60,069	48,550	61,480	40,086	—
Nurse	21,884	+ 2.7%	24,602	20,000	25,000	19,972	23,608
Director, student housing	25,624	+ 3.8%	31,020	21,000	32,700	21,761	21,650
Director, student placement	28,129	+ 4.2%	31,254	24,000	33,195	23,712	27,473
Director, student union	31,100	+ 3.7%	34,410	23,108	34,448	25,000	28,816
Dean, architecture	62,760	+ 4.2%	62,760	61,364	64,800	—	—
Dean, agriculture	63,400	+ 7.8%	63,107	—	67,416	—	37,755
Dean, arts and letters	48,000	+ 2.1%	48,015	41,513	56,000	42,800	41,971
Dean, arts and sciences	53,652	+ 5.2%	54,100	52,889	60,023	48,000	39,900
Dean, business	52,000	+ 6.7%	51,921	52,000	62,840	45,835	40,549
Dean, communications	47,423	+ 8.0%	47,423	43,700	60,000	39,768	42,943
Dean, continuing education	40,800	+ 3.3%	42,912	35,000	50,000	35,500	37,895
Dean, dentistry	87,450	+ 8.0%	83,549	91,000	87,816	—	—
Dean, education	52,000	+ 7.2%	54,660	41,350	57,480	42,000	37,379
Dean, engineering	65,200	+ 7.4%	64,500	70,500	71,850	53,822	42,658
Dean, extension	50,000	+ 8.8%	50,215	43,000	61,008	—	40,170
Dean, fine arts	49,044	+ 4.3%	50,846	40,741	56,301	39,022	44,324
Dean, graduate programs	56,000	+ 6.7%	57,881	48,400	58,320	43,008	—
Dean, health-related professions	48,440	+ 10.1%	48,440	32,992	60,000	43,935	42,745
Dean, home economics	—	—	—	—	62,000	—	—
Dean, humanities	42,184	+ 8.2%	45,091	32,727	57,653	33,510	41,090
Dean, instruction	—	—	44,864	—	—	—	44,864
Dean, law	83,000	+ 6.6%	84,000	82,583	84,000	67,200	—
Dean, library and information sciences	50,195	+ 4.2%	50,995	49,615	54,000	—	40,462
Dean, mathematics	41,988	+ 9.8%	43,245	34,398	—	34,398	42,797
Dean, medicine	105,000	+ 5.0%	102,652	135,000	107,568	—	—
Dean, music	52,500	+ 16.7%	58,185	46,000	57,900	40,400	—
Dean, nursing	47,413	+ 9.7%	50,128	40,500	57,123	37,664	37,008
Dean, pharmacy	68,500	+ 9.1%	69,900	63,960	69,800	—	—
Dean, sciences	46,335	+ 7.9%	48,000	34,533	57,577	36,667	41,971
Dean, social sciences	42,924	+ 7.1%	45,235	32,601	55,000	34,645	41,968
Dean, social work	62,800	+ 13.6%	63,000	52,623	64,500	40,000	—
Dean, special programs	—	—	39,000	30,000	—	32,600	38,368
Dean, undergraduate programs	48,500	+ 7.9%	49,000	43,680	55,000	41,500	39,969
Dean, vocational education	42,500	+ 4.0%	42,685	—	54,262	45,500	41,210

— No data

Note: The results are based on a national sample of 2,932 colleges and universities. The rate of response to the survey was 55 per cent. The figures are intended only to give a broad overview of salaries.

SOURCE: COLLEGE AND UNIVERSITY PERSONNEL ASSOCIATION

College Officials Get Pay Raises Exceeding 5 Pct.

Continued from Page 1

and chairman of CUPA's classification and direct compensation council.

According to the survey, administrative salaries increased 6.6 per cent at universities, 5.6 per cent at four-year colleges, 5.8 per cent at two-year colleges, and 4.3 per cent at two-year technical institutions.

Median salaries are up for administrators in almost all job categories. For a chief executive officer of a higher-education system, the median pay is $81,120, an increase of nearly 15 per cent from last year. Other big gains were realized by the deans of music and social-work schools, who enjoyed 16.7-per-cent and 13.6-per-cent hikes, respectively.

After an increase of 7.2 per cent this year, the median salary for a chief executive officer of a single institution is $65,899. That of a medical-school dean is $105,000.

Officers in charge of risk management and insurance—an issue of growing concern on many campuses—received increases of nearly 11 per cent in 1985-86.

Response by Small Institutions

Chief health-professions officers, who enjoyed 19.3 per cent salary increases in 1984-85, suffered a 12.2-per-cent drop this fall.

Mr. Toller said it was "potentially spurious" to draw conclusions from that figure. Speculating that different institutions responded to the survey in 1985-86, he said, "Those kinds of fluctuations don't reflect reality."

In general, Mr. Toller cautioned that the survey's results reflected a high response rate from small institutions. The median annual operating budget of the respondents was about $12-million.

Large universities, he said, can use the tabular breakdowns in the full report of the survey to compare themselves more accurately to institutions with similar budgets.

Over all, the survey indicated that women and members of minority groups in administrative posts are earning considerably less than their white, male counterparts.

According to the survey results, those who are members of minority groups are earning, on average, almost 13 per cent less than other employees in equivalent positions, and women's salaries are 43 per cent lower than those of male administrators.

Mr. Toller said the discrepancies were strongly linked to years of service, as women and minority-group members tend to be relatively new employees at their institutions.

He said CUPA's classification council would further analyze the data to determine their significance. "It's been an area of great curiosity for us," he said.

Percentages in the survey were based on "weighted averages," calculated by adding the median salaries of job categories at all types of institution and dividing by the number of respondents in each position.

The report, *1985-86 Administrative Compensation Survey*, may be ordered from the College and University Personnel Association, 11 Dupont Circle, N.W., Suite 120, Washington 20036; (202) 462-1038. The price is $50 per copy for members of the association, $150 for non-members participating in the survey, and $200 for others.